

**Library Prize for Undergraduate Research
Application form**

Name: Erin Cessna, Nolan Rhodes, David Yankosky III

Date: February 13, 2019

Title of Research Project: Campbell's Soup

Grade received on project, if graded: A

Style manual used for citations: APA (American Psychological Association)

Major (if declared): Marketing

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Name of faculty member supporting this application: Anurag Pant

Faculty Member's Department: Marketing

Name of course or description of the activity for which the paper/project was completed:

Marketing Research

Department and course number (if applicable): Bus-M303 18417

Date course or project was completed: Fall 2018

Explicit role and contribution of each member:

Erin Cessna: Organized information and teammate activities. Focused on solutions to Campbell's marketing problem in the form of our marketing strategy. Co-created the primary data source in the form of our survey.

Nolan Rhodes: Conducted secondary research on the strengths, weaknesses, opportunities, and threats of Campbell's Soup Company. Contributed to the making of the survey and coded the data in Microsoft Excel. Ran and analyzed tests of hypothesis in SPSS software located in IU anywhere. Creating promotional ideas based on research conducted.

David Yankosky III: Conducted secondary research in Bloomberg on the soup industry and trends within it, as well as specific brands. Analyzed the collected information in order to pinpoint possible problems within Campbell's soup. Contributed to our survey, and ran and analyzed a test of hypothesis in SPSS. Also conducted secondary research into the price of Campbell's soup and where it stands within the industry, and whether it was stationed at an ideal price point.

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Signature: Nolan Rhodes, David Yankosky III, Erin Cessna